



AGENDA ITEM #:8

DATE OF MEETING:10/16/03

ACTION: X
DISCUSSION:

PROJECT TITLE: First 5 California Public Education and Awareness

SUMMARY OF REQUEST:

Within the next five months, both of First 5 California's media contracts will conclude -- the paid media contract with GMMB, IW Group and Durazo Communications (ends 12/2003) and the public relations/community outreach/materials distribution center (clearinghouse) contract with Rogers & Associates, IW Group and Bauman Curry (ends 03/2004).

Staff is requesting:

- A. Six-month contract extensions in the amount of \$12 million for the GMMB contract and \$2.5 million for the Rogers & Associates contract, in order to complete a competitive bid process; and
- B. \$88.5 million in funding for a three-year paid media contract and a three-year public relations/community outreach/materials distribution center contract in order to implement a statewide campaign targeting California's diverse communities. Upon approval from the State Commission, staff will engage in a competitive bid process, beginning with a January release of a Request for Proposals (RFP) for the paid media contract. The breakdown between the two contracts could be as follows:
 - a. Paid Media: \$22.5 million per year (\$67.5 million total)
 - b. Public Relations/Community Outreach/Materials Distribution Center: \$7 million per year (\$21 million total)

Projected revenues available through the media account from July 2004 - June 2007 are \$88.65 million. In the past, these funds were dedicated to the following purposes:

- Paid Media
- Media Outreach (public relations, earned media, newsletters, brochures, County Commission media support)
- Community Outreach
- Materials Distribution Center (clearinghouse)

Staff is recommending allocating media account funds for the same purposes, but due to a decline in revenue, amounts allocated to each strategy will need to be reduced from past funding levels.

BACKGROUND/HISTORY:

Paid Media

In January 2000, the California Children & Families Commission (now First 5 California) initiated its first public education campaign focusing on early childhood development and the harmful effects of tobacco use on pregnant women and young children. Since then, the State Commission has maintained a consistent presence while continually refining its media campaigns. Campaigns have always targeted and reach diverse audiences, with ads produced in 11 languages and visually representing children and families with diverse backgrounds. The current campaign is managed under a contract awarded to Team GILD headed by GMMB and runs through December 2003. Most recently, the campaign, with an approximate budget of \$30 million per year, has focused on the following areas:

- The importance of preschool;
- The importance of reading, talking and playing with young children, including promotion of the Kit for New Parents; and
- The harmful effects of tobacco on fetal development, including connecting people with the Smokers Helpline, which provides smoking cessation counseling by UC San Diego.

Media and Community Outreach

With a \$12 million annual budget, First 5 California has contract with a public relations agency to enhance and support the messages developed through the paid media campaign and to ensure that a wide array of parents, caregivers and residents are included in our outreach efforts. First 5 California has contracted for these services for the following purposes:

- Provide media outreach support to the State Commission (e.g. press conferences, reporter/media inquiries, op-eds, etc.), including outreach to diverse audience through multi-lingual media;
- Provide media support and technical assistance to County Commissions with the assistance of field representatives working in 10 regions throughout the state, including outreach to diverse audiences through multi-lingual media;
- Develop brochures, newsletters and outreach materials to engage the public, advocates and opinion leaders on early childhood development issues;
- Develop and implement a community outreach program, contracting with numerous community based organizations throughout California; and
- Establish a materials distribution center (clearinghouse) for the dissemination of early childhood-related materials in over 10 languages to County Commissions and others.

PROPOSAL:

Contract Extensions:

At the July 2003 Commission meeting, Commissioners moved agenda item 13, Media and Public Relations Requests for Proposals, to the agenda for the October 2003 Commission meeting.

In order to conduct a fair RFP process that provides adequate time for proposers to develop thoughtful and thorough bids, evaluation/scoring of RFPs and contract approvals, staff recommends a six-month RFP and contracting timeline – beginning with the RFP release and concluding with the commencement of a contract with the successful proposer.

Engaging in contract extensions for both contracts will ensure that the State Commission's public education and outreach activities do not halt while the RFP process is completed.

****Proposed timeline:***

October – November 2003:	Complete six-month contract extensions for the paid media and public relations contracts
January 2004:	Release paid media RFP
May 2004:	Paid media RFP proposal awarded
April 2004:	Release public relations RFP
September 2004:	Public relations RFP proposal awarded

*RFPs may be released earlier than noted, which could change all time frames

Paid Media:

Staff recommends that the Commission procure the services of a media firm/team that has the capability to oversee a statewide campaign targeting California's diverse communities. The paid media campaign is the major component of a comprehensive, multifaceted program that has the goal of educating all Californians who interact with young children about various influences affecting the healthy and nurturing development of children under five years of age.

In addition to a general market campaign, the successful agency will be expected to manage (either in-house or by subcontractor) the development of language-specific, culturally sensitive messages for California's Hispanic, African American, Asian/Pacific Islander, and special needs communities, and any other target population deemed appropriate by First 5 California.

While staff does not recommend identifying a precise campaign focus for the purposes of the bid process, the winning proposer will be expected to develop campaigns that are consistent with the Commission's strategic priorities and that assist with achieving the Commission's goals. This will include integration of a Preschool for All advocacy effort within any paid media campaign, as directed by the Commission.

Staff is recommending the Commission approve funding a competitively bid contract for a period of 06/2004 to 05/2007 at \$67.5 million. The RFP will include an option for a 2-year extension with additional funds. (See Attachment A for a spreadsheet comparing budget options for both contracts)

1. Proposed contractor (if known)

The contract will be competitively bid. Staff will inform the Commission of the results of the bidding process.

2. Scope of work

- A. Conceptualize, develop, pre-test, implement, and evaluate (post-test) comprehensive and ongoing paid media campaigns to best reach the target audiences.
 - a) Conduct market research.
 - b) Present First 5 California with strategic recommendations for the placement of media based on research and purchase media.
- B. Design and produce collateral/educational material that supports First 5 California priorities and local program needs.
- C. Continue the operation of the First 5 California toll-free number.
- D. Provide support for implementation of First 5 California Preschool Advocacy efforts, as determined by the State Commission.

3. Minimum Qualifications

- A. Must have a California-based office or a relationship with an agency that has a full service California office.
- B. Must have at least \$20 million in gross billings per year.
- C. Must provide a conflict of interest statement declaring that it is not involved in any exchange of information with the tobacco or alcohol industry or with any other agency working closely with either of these industries.

4. Time frames

- RFP available to prospective proposers January 2004
 - Final Date for Proposal Submission March 2004
 - Proposal Award Date May 2004
 - Agreement Commencement June 1, 2004
 - Termination of Agreement May 31, 2007
- *RFPs may be released earlier than noted, which could change all time frames

Public Relations and Community Outreach:

Staff recommends that the Commission procure the services of a public relations or communications firm/team that has the capability to oversee a statewide campaign targeting California's diverse communities. The public relations and community outreach effort is a key component of a comprehensive, multifaceted program that has the goal of educating all Californians who interact with young children about various influences affecting the healthy and nurturing development of children under five years of age.

The successful agency will be expected to manage (either in-house or by subcontractor) the development of language-specific, culturally sensitive messages for California's Hispanic, African American, Asian/Pacific Islander, and special needs communities, and any other target population deemed appropriate by First 5 California.

The winning proposer will be expected to develop strategies and materials that are consistent with the Commission's strategic priorities and that assist with achieving the Commission's goals. This will include integration of a Preschool for All advocacy effort, as directed by the Commission.

Staff is recommending the Commission approve funding a competitively bid contract for a period of 09/2004 to 08/2007 at \$21 million. The RFP will include an option for a 2-year extension with additional funds. (See Attachment A for a spreadsheet comparing budget options for both contracts)

1. Proposed contractor (if known)

The contract will be competitively bid. Staff will inform the Commission of the results of the bidding process.

2. Scope of work

A. Media Support – Prior to the release of the RFP, staff will return to the Commission to further discuss the appropriate scope of work in this area. The key item to consider is whether the State Commission should continue to fund and provide media support to County Commissions (this is primarily provided through the field representative program). Other activities, aside from County Commission support, the scope of work includes:

- i. Provide support and assistance to the State Commission with general market and ethnic media press relations;
- ii. Develop and produce collateral material in support of First 5 CA initiatives and strategies;
- iii. Implement community outreach activities;
- iv. Develop partnerships with community groups, professional organizations, media and businesses;
- v. Coordinate with paid media and advocacy campaigns;
- vi. Conduct media and community outreach training;
- vii. Provide additional internal and external communications support and strategic counsel;
- viii. Provide support for implementation of First 5 California Preschool Advocacy efforts, as determined by the State Commission;

B. Materials Distribution Center – If the State Commission decides to eliminate the Materials Distribution Center, the \$1 million per year recommended to fund the Center could be redirected to the paid media contract. However, this could limit the Commission's ability to create new materials (particularly in light of an advocacy campaign

and new policy priorities of pre-k and health) and provide materials to counties, CBOs and others. If funded, the scope of work includes:

- i. Implement and administer a materials distribution center;
 1. Provide County Commissions and other organizations with copies of materials developed by First 5 California;
 2. Provide quality materials developed by other sources;
 3. Maintain an order and fulfillment system;
 4. Market products offered through Materials Distribution Center;

C. Community Outreach – The process for determining how grantees and award amounts will be selected will need to be determined after the Commission establishes the focus of the program (options include: outreach and enrollment for children's health care coverage and support for Preschool for All advocacy effort). Regardless of program focus, a contractor's scope of work would include:

- i. Administer and implement a Community Based Organization Program, as directed (staff and logistics support);
- ii. Administer financial aspects of the program (contracts with grantees, dispersing payments);
- iii. Monitor activities to ensure contract terms are met;
- iv. Supply materials;

3. Minimum Qualifications

A. Must have a California-based office or a relationship with an agency that has a full service California office.

B. Must have at least \$5 million in gross billings per year.

C. Must provide a conflict of interest statement declaring that it is not involved in any exchange of information with the tobacco or alcohol industry or with any other agency working closely with either of these industries.

4. Time frames

All proposed timeframes are tentative and may be adjusted

- RFP available to prospective proposers April 2004
- Final Date for Proposal Submission June 2004
- Proposal Award Date July 2004
- Agreement Commencement September 1, 2004
- Termination of Agreement August 31, 2007

*RFPs may be released earlier than noted, which could change all time frames

Paid Media and Public Relations & Community Outreach Costs

See Attachment A

CCFC OBJECTIVES:

The First 5 California media account objectives, as outlined in the California Children and Families Act, are as stated:

“Six percent of the funds shall be deposited in a Mass Media Communications account for expenditures for communications to the general public utilizing television, radio, newspapers and other mass media in subjects relating to and furthering the goals and purposes of this act, including but not limited to, methods of nurturing and parenting that encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention of tobacco, alcohol and drug use by pregnant women and the detrimental effects of secondhand smoke on early childhood development.” (H&S Code Section 130105, (a) 1,A.)

INTERFACE/IMPACT ON OTHER PROGRAMS:

The media/public education campaign will support the strategic priorities of First 5 California and, therefore, will be integrated with and responsive to Program Development and Implementation, Research and Evaluation, Legislation and Advocacy.

Attachments

YES